

Amendments To The Claims

The listing of claims presented below will replace all prior versions, and listings, of claims in the application.

Listing of claims:

1-64. (canceled)

65. (new) A targeting service providing system (TSPS) having non-transitory computer readable recording medium with coded instructions for carrying out a method for identifying components in a package metadata, the TSPS comprising:

coded instructions for assigning, into the package metadata, an identical content reference identifier (CRID) for each of the components that have identical contents and that have different bit expressions;

coded instructions for assigning, into the package metadata, different instance metadata identifiers (IMIs) to each of the components that have identical contents and that have different bit expressions;

coded instructions for dividing the package metadata into fragmented units;

coded instructions for encoding and encapsulating the package metadata;

coded instructions for transmitting the package metadata to a user terminal;

coded instructions for receiving the package metadata at the user terminal;

coded instructions for decoding the package metadata;

coded instructions for identifying the components in the package metadata

by using the identical CRID and the different IMIs; and

coded instructions for selecting the identified components in accordance to a usage environment of the user terminal.

66. (new) The TSPS of claim 65, wherein the package metadata is transmitted to the user terminal by using a one-way broadcasting system or a two-way system through an internet protocol (IP) network.

67. (new) The TSPS of claim 65, wherein the package metadata is transmitted to the user terminal by using a one-way broadcasting system through an internet protocol (IP) network.

68. (new) The TSPS of claim 65, wherein the package metadata is transmitted to the user terminal by using a two-way system through an internet protocol (IP) network.

69. (new) The TSPS of claim 65, wherein TSPS comprises a package metadata generator that carries out the coded instructions for assigning the CRID for each of the components that have identical contents and that have different bit expressions and for assigning the IMIs to each of the components that have identical contents and that have different bit expressions.

70. (new) The TSPS of claim 65, wherein TSPS comprises an encoding and

encapsulating unit that carries out the coded instructions for encoding and encapsulating the package metadata.

71. (new) The TSPS of claim 65, wherein TSPS comprises a transmitter unit that carries out the coded instructions for transmitting the package metadata.

72. (new) The TSPS of claim 65, wherein TSPS comprises a receiving unit that carries out the coded instructions for receiving a package metadata generated according to a condition of a usage environment by using the IMI along with the CRID as a component identifier for components that have identical contents and different bit expressions.

73. (new) The TSPS of claim 65, wherein TSPS comprises a decoding unit that carries out the coded instructions for decoding the package metadata, such that the user terminal consumes the components by using the IMI along with the CRID as a component identifier for components that have identical contents and different bit expressions.

74. (new) A targeting service providing system (TSPS) having non-transitory computer readable medium with coded instructions for carrying out a method for identifying components in a package metadata, the TSPS comprising:

coded instructions for assigning, into the package metadata, an identical content reference identifier (CRID) for each of the components that have identical

contents and that have different bit expressions;

coded instructions for assigning, into the package metadata, different instance metadata identifiers (IMIs) to each of the components that have identical contents and that have different bit expressions;

coded instructions for dividing the package metadata into fragmented units;

coded instructions for encoding and encapsulating the package metadata; and

coded instructions for transmitting the package metadata to a user terminal.

75. (new) The TSPS of claim 74, further comprising:

coded instructions for receiving the package metadata at the user terminal;

coded instructions for decoding the package metadata;

coded instructions for identifying the components in the package metadata by using the identical CRID and the different IMIs; and

coded instructions for selecting the identified components in accordance to a usage environment of the user terminal.

76. (new) The TSPS of claim 74, wherein the package metadata is transmitted to the user terminal by using a one-way broadcasting system or a two-way system through an internet protocol (IP) network.

77. (new) The TSPS of claim 74, wherein the package metadata is transmitted to the user terminal by using a one-way broadcasting system through an internet protocol (IP) network.

78. (new) The TSPS of claim 74, wherein the package metadata is transmitted to the user terminal by using a two-way system through an internet protocol (IP) network.

79. (new) The TSPS of claim 74, wherein TSPS comprises a package metadata generator that carries out the coded instructions for assigning the CRID for each of the components that have identical contents and that have different bit expressions and for assigning the IMIs to each of the components that have identical contents and that have different bit expressions.

80. (new) The TSPS of claim 74, wherein TSPS comprises an encoding and encapsulating unit that carries out the coded instructions for encoding and encapsulating the package metadata.

81. (new) The TSPS of claim 74, wherein TSPS comprises a transmitter unit that carries out the coded instructions for transmitting the package metadata.

82. (new) The TSPS of claim 75, wherein TSPS comprises a receiving unit that carries out the coded instructions for receiving a package metadata generated

according to a condition of a usage environment by using an instance metadata identifier with the CRID and the IMIs for components that have identical contents and different bit expressions.

83. (new) The TSPS of claim 75, wherein TSPS comprises a decoding unit that carries out the coded instructions for decoding the package metadata, such that the user terminal consumes the components by using the IMI along with the CRID as a component identifier for components that have identical contents and different bit expressions.

84. (new) A non-transitory computer readable recording medium (CRRM) with coded instructions for carrying out a method for identifying components in a package metadata, the CRRM comprising:

coded instructions for assigning, into the package metadata, an identical content reference identifier (CRID) for each of the components that have identical contents and that have different bit expressions;

coded instructions for assigning, into the package metadata, different instance metadata identifiers (IMIs) to each of the components that have identical contents and that have different bit expressions;

coded instructions for dividing the package metadata into fragmented units;

coded instructions for encoding and encapsulating the package metadata;

coded instructions for transmitting the package metadata to a user

terminal;

coded instructions for receiving the package metadata at the user terminal;

coded instructions for decoding the package metadata;

**coded instructions for identifying the components in the package metadata
by using the identical CRID and the different IMIs; and**

**coded instructions for selecting the identified components in accordance
to a usage environment of the user terminal.**

**85. (new) The CRRM of claim 84, wherein the package metadata is transmitted to
the user terminal by using a one-way broadcasting system or a two-way system
through an internet protocol (IP) network.**

**86. (new) The CRRM of claim 84, wherein the package metadata is transmitted to
the user terminal by using a one-way broadcasting system through an internet
protocol (IP) network.**

**87. (new) The CRRM of claim 84, wherein the package metadata is transmitted to
the user terminal by using a two-way system through an internet protocol (IP)
network.**

**88. (new) A non-transitory computer readable recording medium (CRRM) with
coded instructions for carrying out a method for identifying components in a
package metadata, the CRRM comprising:**

coded instructions for assigning, into the package metadata, an identical content reference identifier (CRID) for each of the components that have identical contents and that have different bit expressions;

coded instructions for assigning, into the package metadata, different instance metadata identifiers (IMIs) to each of the components that have identical contents and that have different bit expressions;

coded instructions for dividing the package metadata into fragmented units;

coded instructions for encoding and encapsulating the package metadata;
and

coded instructions for transmitting the package metadata to a user terminal.

89. (new) The CRRM of claim 88, further comprising:

coded instructions for receiving the package metadata at the user terminal;

coded instructions for decoding the package metadata;

coded instructions for identifying the components in the package metadata by using the identical CRID and the different IMIs; and

coded instructions for selecting the identified components in accordance to a usage environment of the user terminal.

90. (new) The CRRM of claim 88, wherein the package metadata is transmitted to the user terminal by using a one-way broadcasting system or a two-way system

through an internet protocol (IP) network.

91. (new) The CRRM of claim 88, wherein the package metadata is transmitted to the user terminal by using a one-way broadcasting system through an internet protocol (IP) network.

92. (new) The CRRM of claim 88, wherein the package metadata is transmitted to the user terminal by using a two-way system through an internet protocol (IP) network.